

**In The United States Patent And Trademark Office**

Appl. No.: 10/715,161 Confirmation No.: 4102  
 Applicant(s): Schybergson et al.  
 Filed: November 17, 2003  
 Art Unit: 2624  
 Examiner: Alex Kok Soon Liew  
 Title: TOPOGRAPHIC PRESENTATION OF MEDIA FILES  
 IN A MEDIA DIARY APPLICATION

Docket No.: 042933/269783  
 Customer No.: 00826

Mail Stop Appeal Brief-Patents  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

**APPEAL BRIEF TRANSMITTAL**  
**(PATENT APPLICATION – 37 C.F.R. § 41.37)**

1. Transmitted herewith is the APPEAL BRIEF in this application, with respect to the Notice of Appeal filed on September 7, 2010 and the Notice of Panel Decision from Pre-Appeal Brief Review mailed October 6, 2010.
2.  Applicant claims small entity status.
3. Pursuant to 37 C.F.R. § 41.20(b)(2), the fee for filing the Appeal Brief is:  
 small entity \$270.00  
 other than small entity \$540.00

Appeal Brief fee due **\$540.00**

Fee is Enclosed.  
 Fee was paid during e-filing.  
 Please charge the fee to Deposit Account 16-0605.  
 Any additional fee or refund may be charged to Deposit Account 16-0605.

Respectfully submitted,



Jonathan A. Thomas  
 Registration No. 62,200

**CUSTOMER NO. 00826**

**ALSTON & BIRD LLP**  
 Bank of America Plaza  
 101 South Tryon Street, Suite 4000  
 Charlotte, NC 28280-4000  
 Tel Charlotte Office (704) 444-1000  
 Fax Charlotte Office (704) 444-1111

**ELECTRONICALLY FILED USING THE EFS-WEB ELECTRONIC FILING SYSTEM OF THE UNITED STATES PATENT & TRADEMARK OFFICE ON November 8, 2010.**